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NINTENDO INTRODUCES THE NEXT LEAP IN VIDEO GAMES

Bold, Disruptive Approach Attracts New Players, Expands the Industry

LOS ANGELES, May 9, 2006 – Anyone can tell you how video games look. Nintendo wants you to experience how they can feel.

Today Nintendo unveils the next leap in gaming by demonstrating its upcoming Wii™ home console, which lets users manipulate action on their television screens through the precise, life-like motion of the Wii Remote.

Continuing Nintendo's long tradition of developing highly innovative products that redefine the standards for the industry, Wii (pronounced "we") will allow players to "feel" games in a way never known before: the adrenaline of a tennis match, the thrill of making an airplane bank or the rush of gripping the wheel of a speeding truck. The control scheme is simple enough that everyone, no matter what their prior gaming experience, can use it with ease and will want to try it.

"Not only is Wii compelling to current game players, but it also will entice new players with new experiences," explains Nintendo President Satoru Iwata. "To expand the total number of game players, we must make our experience both friendlier and more compelling. With Wii, it is."

Iwata made his comments during Nintendo's annual media briefing in Los Angeles prior to the start of the Electronic Entertainment Expo (E^3) global video game trade show. Thanks to Nintendo's leadership in innovation, Wii will challenge conventional thinking and will be a disruptive element in the video game industry.

Players manipulate their games through the motion of the remote control-like Wii Remote, which also includes a built-in speaker. In a four-player tennis game shown during Nintendo's media briefing, the Wii Remote became a virtual tennis racket, from

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the vibration of the hit to the sound of the ball. The Wii Remote's sensors are delicate enough to enable players to hit straight, add slice or put top spin on the ball.

Depending on the game, the Wii Remote could be a weapon, a baseball bat or an airplane. The applications are limited only by imagination. The Nunchuk controller attachment also includes a motion sensor, a development that suggests additional creative possibilities for this dual control system: Games could involve the use of a sword in one hand and a shield in the other. Or a clamp and a scalpel. Or a pair of boxing gloves.

A new, immersive playing experience represents the most important factor to keep the industry healthy and growing. For more than a year, Nintendo has demonstrated living examples of how this strategy continues to work to the benefit of players, Nintendo and the marketplace. New interfaces can change the gaming landscape almost overnight, as evidenced by the success of the hand-held Nintendo DS™ system. To date, more than 16 million units have sold through to gamers of all types. Between now and the end of 2006, more than 100 new, envelope-pushing games will launch for the system to continue the tremendous momentum it enjoys worldwide.

Wii will be available in the fourth quarter of 2006 and priced affordably for the mass market. It will feature a very quick startup, silent operation and low power consumption. These elements make the "sleepless" WiiConnect24 experience possible. Users never need to turn it off. The combination of the new interface, including the Wii Remote, the Virtual Console and WiiConnect24 (which takes advantage of the console's low power consumption) represents a true leap forward in gaming.

Games in development for the Wii console include a third chapter in the *Metroid*® *Prime* series, a new Mario™ game and *The Legend of Zelda*®*: Twilight Princess*. Additionally, dozens of developers worldwide are working to bring new experiences to the Wii console. Nintendo will expand the gaming circle to as many types of people as possible, including lapsed gamers and people who have never played before.

Along with *Wii Sports*, which includes the tennis game, the highly anticipated *The Legend of Zelda: Twilight Princess* will launch at the same time as Wii and thrill gamers with its captivating storyline, stunning game play and gorgeous look. The game makes use of the unique Wii Remote functions for elements like fishing and special sword attacks. The game also will be playable on Nintendo GameCube™, but without the widescreen format or special controller functions.

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The worldwide innovator in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its Nintendo DS™, Game Boy® Advance and Nintendo GameCube™ systems, and upcoming Wii™ console. Since 1983, Nintendo has sold more than 2 billion video games and more than 360 million hardware units globally, and has created industry icons like Mario™, Donkey Kong®, Metroid®, Zelda™ and Pokémon®. A wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as headquarters for Nintendo's operations in the Western Hemisphere. For more information about Nintendo, visit the company's Web site at www.nintendo.com.

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Wii WILL OFFER UNPRECEDENTED VIDEO GAME EXPERIENCES FOR EVERYONE

Nintendo's Console Takes the Next Leap in Video Games

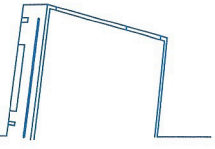
LOS ANGELES, May 9, 2006 – For more than 20 years, video game players have used body language to "help" them play. With Nintendo's upcoming Wii™ console, those movements become a real part of the play. After grabbing the Wii Remote for the first time, hesitation gives way to concentration. Confidence builds. Excitement morphs into pure delight. And everyone watching says the same thing: "Hey – let me try!"

What drives this phenomenon? A remarkable controller and games that enhance the experience … realizing that the swing of your arm – not the movement of your thumb – causes a baseball to leave the park or a sword to find its mark. The Wii console introduces the next leap in gaming, one where players not only control their characters on the screen, but they also become them.

"The Wii console gives every game developer a tool to create new experiences, not just linear advancement," said Reggie Fils-Aime, Nintendo of America's executive vice president of sales & marketing. "It will attract all kinds of new players, and thoroughly satisfy the hard-core gamers."

One of Wii's launch titles will be *Wii Sports*, a new type of product designed to expand the video game experience to everyone, regardless of age, gender or gaming experience. These games will form the bridge that connects current gamers to newcomers. *Wii Sports* will include a tennis game that lets up to four players swing at, hear and feel the ball. Anyone can pick up the Wii Remote and start hitting straight shots and lobs, with top spin or a slice, using their forehand or backhand, simply by simulating the arm and wrist movements of a real tennis game. In the baseball game, players can hit or pitch a baseball using the Wii Remote as the characters on the screen mimic their

– more –



movements. And in the golf game, players can drive the fairways or putt for the cup simply by swinging the Wii Remote as if they were swinging a real golf club. Games can be played with small, precise hand movements, but it's likely people will want to immerse themselves physically in the reality of the experience.

The Legend of Zelda®: Twilight Princess also will launch at the same time as Wii: It will thrill gamers with its captivating storyline, stunning game play and gorgeous look. The game makes use of the unique Wii Remote and Nunchuk controller for elements like fishing and special sword attacks.

Other Wii games in development include *Metroid® Prime 3: Corruption*, which redefines how first-person shooters look and feel. Players use the Wii Remote as their pinpoint-accurate arm cannon, while the Nunchuk attachment can be used to deploy a variety of functions, such as the Grapple Beam. The amazing *Super Mario® Galaxy* represents a crowning achievement for legendary Nintendo game designer Shigeru Miyamoto and his team. Mario™ floats from planet to planet while performing massive zero-gravity jumps in an environment new to gaming fans.

Excite Truck™ builds on a classic Nintendo franchise, but features a radical play mechanic in which players hold the Wii Remote sideways like a steering wheel. On jumps, they must balance it to make sure their vehicle lands squarely and earns a turbo boost. Many games make racing look real, but Nintendo also makes it feel real. *WarioWare*™*: Smooth Moves* contains about 200 microgames that will have players holding the Wii Remote to their hips to do a hula-hoop motion, curling it like a barbell or putting it on their head and doing squats.

The Wii console already enjoys strong third-party support. Nintendo is working with every major publisher worldwide to create fresh intellectual properties and host strong, classic franchises on the console. Gamers can look forward to multiple offerings, including:

- *Tony Hawk's Downhill Jam*™, *Marvel: Ultimate Alliance* and *Call of Duty®: 3* from Activision
- Sonic and *Super Monkey Ball* games from SEGA
- *DRAGON QUEST SWORDS*™*: The Masked Queen and the Tower of Mirrors*™ and *CODENAME: FINAL FANTASY® CRYSTAL CHRONICLES: Crystal Bearers*™ from SQUARE ENIX

- *Madden NFL* from Electronic Arts
- *Rayman Raving Rabbids*™ and *Red Steel*™, the only original first-person game built from the ground up exclusively for the Wii launch, from Ubisoft
- and a SpongeBob SquarePants title from THQ.

Gamers also can expect ground-breaking offerings from Atari, Buena Vista Games, Eidos, Konami Digital Entertainment, Majesco, Mastiff, Midway Games, NAMCO BANDAI Games, Atlus and SNK. Nintendo and publishers large and small worldwide will introduce original franchises of all kinds, aimed both at pleasing the hard-core crowd and encouraging new generations and demographics of people to play.

"Once again Nintendo has challenged the status quo and opened new creative landscapes for us," says John Schappert, EA Canada's senior vice president and group studio general manager. "We look forward to creating original experiences for the Wii console while seeing how some of our best sellers play using the extraordinary controllers."

In addition to a healthy selection of new games, Wii will enjoy one of the largest launch libraries in video game history thanks to its built-in Virtual Console and backward compatibility with Nintendo GameCube™. The Virtual Console provides downloadable access to Nintendo games from the NES®, Super NES® and Nintendo® 64. The Virtual Console also will feature a "best of" selection from Sega Genesis titles and games from the TurboGrafx console (a system jointly developed by NEC and Hudson).

Wii will launch worldwide in the fourth quarter of 2006. Prices and other launch details will be announced at a later date.

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NINTENDO DS.

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NINTENDO DS CONTINUES TO SET A NEW COURSE FOR PORTABLE GAMING

DS Lite, 100+ New Games Expand the Popularity of Nintendo DS in 2006

LOS ANGELES, May 9, 2006 – For 18 months, hundreds of thousands of new players have joined together to disrupt the portable video game market. They proudly identify themselves as owners of Nintendo DS™, Nintendo's remarkable hand-held system that continues to overturn traditional thinking. As the movement grows and becomes stronger, developers worldwide have taken notice. Both new and traditional players will be well-served in 2006, as more than 100 new games of all kinds hit the market for Nintendo DS.

On June 11, Nintendo DS itself gets a makeover when Nintendo introduces the lighter, brighter Nintendo DS™ Lite in the Americas. The redesigned system features a more compact size and screens with four adjustable brightness levels. The Polar White system will sell as low as $129.99 at retailers nationwide.

"We remain committed to going where others can't – or won't," says George Harrison, Nintendo of America's senior vice president of marketing and corporate communications, during Nintendo's annual media briefing in Los Angeles prior to the start of the Electronic Entertainment Expo (E^3) video game trade show. "By grouping our innovative DS games together under the umbrella term 'Touch Generations,' new players will easily be able to identify games designed for them."

To date, Nintendo DS has sold through more than 16 million units worldwide. Nintendo DS demonstrates that marrying improvements to the interface with amazing software results in a dramatic shift in the way that both game makers and the public think of video games. With new ways to play and new categories of software, the success of Nintendo DS is setting the stage for Wii™.

More than 100 games will be available for Nintendo DS this year alone from

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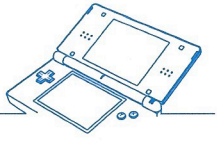

publishers worldwide. Some of the biggest fan favorites will come from Nintendo:

- *New Super Mario Bros.*®, a new 2-D Super Mario game that anyone can enjoy.
- *The Legend of Zelda*®*: Phantom Hourglass* builds on the cel-shaded fun of *The Legend of Zelda*®*: The Wind Waker*™ with touch-screen controls and wireless competition.
- *Chibi-Robo*™*: Park Patrol* sends everyone's favorite robotic helper on a new mission in the great outdoors.
- *Elite Beat Agents*™ brings the cult import hit *Osu! Tatakae! Ouendan!* to the Americas.
- *DK*™*: King of Swing DS* sends Donkey Kong® on a swinging new adventure.
- *Hotel Dusk: Room 215*™ turns Nintendo DS into a film noir mystery.
- *Pokémon*® *Mystery Dungeon: Blue Rescue Team* for the first time lets users play as a Pokémon, speaking and interacting with other characters in a world populated only by Pokémon.
- Gamers also can anticipate creative new Nintendo DS games featuring *Star Fox*®, Wario™ and Kirby™, as well as a wild adventure set on Yoshi's Island®.

From the start, Nintendo DS challenged convention, and consumers responded en masse. *Nintendogs*™ taught people that they could communicate with simulated puppies – and with one another. *Mario Kart*® *DS*, *Animal Crossing*™*: Wild World* and *Metroid*® *Prime Hunters* have attracted millions of people around the world to play via Nintendo® Wi-Fi Connection. *Brain Age*™*: Train Your Brain in Minutes a Day* demonstrated that gamers could no longer be defined by age, while both *Brain Age* and *Animal Crossing* have expanded the video game market to female customers. The next wave of Nintendo DS games stands ready to capitalize on these triumphs.

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Nintendo's Online Press Room for E^3 2006

Nintendo's Online Press Room is a password-protected Web site dedicated to providing the latest resource materials from Nintendo to media professionals in the United States. This site is designed to supplement the information on our public Web site (www.nintendo.com) by providing members of the media with quick links to games, images and news releases.

On the password-protected site, users can access downloadable high-resolution images of Nintendo products, event press kits, Nintendo press releases and news, product updates, Nintendo media relations contact lists and other pertinent information. Users can receive instant Nintendo information by subscribing to the site's RSS feed.

Through May 30, members of the media who attend the Electronic Entertainment Expo (E^3) can access Nintendo's Online Press Room without restrictions.

URL:	http://press.nintendo.com
User Name:	media
Password:	E32006

To acquire a permanent login to the Online Press Room after May 30, please contact the appropriate Nintendo representative from the list below:

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Nintendo of America:	Corporate Communications	(425) 882-2040

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Latin America:		
Zimat (Mexico):	Francisco Galindo	(55) 5062-8250
NOA – Latin America:	Alex Palomares	(425) 861-2294

###

Nintendo's Milestones of Innovation

(All information refers to the United States.)

Q4 2006: Nintendo will launch the **Wii™** console, which will draw players into their games like never before. The action on the screen responds to the movement of the Wii Remote and Nunchuk controller, providing players with new ways to become immersed in their games. Everyone will want to play.

June 2006: Nintendo will introduce a lighter, brighter version of Nintendo DS™ called **Nintendo DS™ Lite**. The new system has backlit screens and a revamped, compact look.

November 2005: Nintendo® Wi-Fi Connection, Nintendo's wireless gaming service, goes online. In six months, 1.3 million unique players have connected.

November 2004: Nintendo DS disrupts the hand-held market by introducing completely new ways to play. With dual screens, a touch screen and a microphone, Nintendo DS gives developers new tools to create interactive experiences like *Nintendogs™* and *Brain Age™: Train Your Brain in Minutes a Day*, which have drawn in new kinds of players.

March 2003: With a stylish flip-top design, **Game Boy® Advance SP** plays a huge library of great games on a front-lit (and eventually backlit) screen.

November 2001: The rumble paks built into the **Nintendo GameCube™** controllers provide an immersive experience and become industry standards. The wireless **WaveBird™** controllers also set the stage for all future controller setups.

June 2001: Game Boy® Advance launches with the ability to connect with other GBA units for multiplayer games. Eventually it also connects to Nintendo GameCube.

November 1998: Game Boy® Color is the first backward-compatible hand-held system.

September 1996: Nintendo® 64 and games like *Super Mario® 64* lets gamers move characters in true 3-D. Four controllers with analog sticks become industry standards.

August 1991: The **Super NES®** includes stereo sound and expanded control pads, and goes on to become the best-selling console of the 16-bit era.

July 1989: The portable **Game Boy®** quickly becomes an international phenomenon. Game Boy sets the stage for Nintendo's hand-held dominance, which continues today.

October 1985: The **Nintendo Entertainment System®** single-handedly brings the video game industry back from the brink of extinction. The new control pad sets the standard for all future controllers. The NES introduced classic franchises and characters like Mario™, *The Legend of Zelda®* and *Metroid®*, which still remain strong, creative and popular. The **Zapper®** controller lets players take aim at their televisions, while *Super Mario® Bros.* becomes the best-selling video game of all time.

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Nintendo Style Guide

A Guide to the Proper Usage of Some of Nintendo's Products

Wii: Nintendo's upcoming home video game console. It is simply Wii, not Nintendo Wii. It is pronounced "we," indicating its all-inclusive nature. The name works best at the beginning of declarative statements. For clarity, it is best to avoid passive verbs and prepositions. Wii will launch in Q4 2006.

Nintendo DS: Nintendo's hand-held gaming system. DS stands for Dual Screens (or Developers' System). The system includes a touch screen, a microphone and wireless communication abilities. Nintendo DS launched in the United States in November 2004.

Nintendo Wi-Fi Connection: Nintendo's wireless gaming service. Players around the world can connect and interact with one another for no additional service charges. Nintendo DS users have access to Nintendo Wi-Fi Connection, which began service in November 2005.

Game Boy: Written as two words. The best-selling video game franchise in history. This hand-held system originally debuted in the United States in July 1989. The current version is known as Game Boy Advance SP (for special). Other variations include Game Boy Advance and Game Boy Micro.

Nintendo GameCube: Written as two words. Note the internally capitalized C. Nintendo's current home video game console. It debuted in the United States in November 2001.

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Presskit